

Summary of Analysis of 50% Initiative Strategies Related To Market Development

Strategies Referred to the MDC for Further Consideration		Analysis of Strategy		
		Consistency with Market Development Plan	Effect on Market Development Barriers	General Considerations
#8	Refocus the RMDZ loan program to make diversion potential the highest priority.	In alignment with the 1996 MDP which emphasizes maximizing diversion. Strategy not in alignment with goal of addressing waste management issues beyond diversion.	Would help overcome high cost of reusing and reprocessing urban wood waste and inerts. Would negatively impact market development of tires and plastics.	Would need to revise loan criteria to limit loans to projects which meet specified levels of diversion.
#10	Provide tax credits for the purchase of secondary materials as feedstock or the purchase of recycling equipment.	Could limit tax credit to secondary materials that are a major part of wastestream (organics, inerts, paper) or that pose special problems for waste management, such as plastics.	Could help overcome the high cost of secondary paper collection to the extent that a tax credit is effective at all.	Tax credits to stimulate market development were specifically discussed and discarded as an option in the deliberations leading to the 1996 MDP. They are of questionable efficacy and unlikely to result in substantial market development by 2000.

#33	Increase outreach into business community to increase priority material recycling and Buy Recycled.	Consistent with priority actions in the 1996 MDP, esp. A2, A3, A5 related to paper, C2 related to plastics, F1 related to the Buy Recycled program, and G1 related to Industrial Market Development.	Would help expand agricultural markets for compost and mulch, increase production capacity of compost and mulch, and reduce the bias against crumb rubber and plastics. Supports Buy Recycled Program outreach.	Is already being implemented.
#34	Increase green waste diversion.	Consistent with the compostables and mulches priority actions in the 1996 MDP (i.e., B1 & B2).	Would greatly increase the supply of compostable material. Would increase the use of compost and mulch by farmers, nurseries, landscapers, and government agencies.	<p>Would need to increase resources allocated to marketing compost and mulches.</p> <p>Would need to increase resources allocated to oversight of compost and mulch facilities.</p> <p>Would need legislation to mandate composting.</p>
#35	Increase awareness and information about supply, location, and flow of materials.	In alignment with the 1996 MDP regarding the development of regional supply data for secondary paper.	Would help overcome market development barriers in the case of paper and compost & mulch, but not for inerts for which lack of supply information is not a barrier.	<p>Would add compostables and inerts to the efforts to develop information on the supply of secondary paper.</p> <p>Would focus the effort on key areas.</p>

#36	Develop markets and promote reuse of construction and demolition (C & D) materials.	In alignment with the 1996 MDP C&D market development. (D1, D2, D3)	Could help encourage jurisdictions to specify or allow secondary material in construction.	Would be low cost to implement. Would require legislation to require Caltrans to test and produce recycled asphalt specifications.
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Strategies related to market development but not recommended in the 50% Initiative Board Agenda Item		Consistency with Market Development Plan	Effect on Market Development Barriers	General Considerations
-	Assist in developing markets in Pacific Rim countries.	Consistent with the 1996 MDP regarding facilitating export markets for secondary paper.	To be effective would need to target volatility of export supply, demand, and prices, concern in importing countries that they not be "dumping" grounds for waste, and the general complexity of dealing in export markets.	Some is already being done. Would be low to moderate cost to expand effort. Would be difficult to have a significant impact.
-	Use permit assistance programs as incentives to manufacturers.	In alignment with the Industrial Market Development action in the 1996 MDP which calls for new incentives for recycling-based businesses.	Manufacturers perceive that there is "risk" in producing recycled-content products. This strategy would be useful to the extent that it reduces the uncertainty and effort involved in siting or expanding facilities making recycled-content products.	Could reduce the "risk" associated with siting and expanding recycling-based businesses.

-	Develop closer working relationships with the Trade and Commerce Agency.	Consistent with Priority Action G1: increase the number and capacity of recycling and reuse businesses in California.	Unknown	Already being implemented thru R-Team and RMDZ programs.
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